

Leader's

MAGABOOK

Training

Manual

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“The future of society will be determined by the youth of today. Satan is making earnest, persevering efforts to corrupt the mind and debase the character of every youth; and shall we who have more experience stand as mere spectators, and see him accomplish his purpose without hindrance? Let us stand at our post as minutemen, to work for these youth, and through the help of God to hold them back from the pit of destruction. In the parable, while men slept the enemy sowed tares; and while you, my brethren and sisters, are unconscious of his work, Satan is gathering an army of youth under his banner; and he exults, for through them he carries on his warfare against God.” CT 47

Introduction:

Keep a **little notebook** with you and write down what you'll need to train on. Write down your observations of students' mistakes, the kind of territory and how to best work in it, classes of people, and their responses, etc.

Review the **canvass & prices** every Sunday.

Review **"Put Book in the Hand"** weekly.

Work on your **drop-down** all summer long—students tend to struggle with it.

Don't follow this training schedule on advanced items (sets, making friends), until they excelled in the basic training stuff (canvass, prices, book in hand, HD's).

Around week 4, **review the students' individual performance** and see how they can come up to a higher level. (Have a sit down time with lower performing students.)

Holidays and the GC emphasis: *Father's Day* (mid June), *4th of July*, etc are great days to retrain and encourage students to share the Great Controversy.

Disclaimer: In this training manual we frequently use the words "sale" or "selling", but please note that when we use these words, we are referring to a prospect "making a decision" to accept these books on a donation basis only.

SECTION 1:

iPlan

Training Schedule

Day-By-Day & Week-by-Week

WEEK 1-Day 1

1. **Students fill out and sign all missing forms.**
2. **Memorize the Canvass!!! (TC #1)**
 - a. Close and Intro (First)
 - b. Handset (4 books)

Note: They aren't going out, till they know the canvass word-for-word.
3. **Introduce the Basic Five (TC #2)**
 - a. Smile.
 - b. Pray. 75% of
 - c. Book in hand. Success
 - d. Know your canvass.
 - e. Walk fast!
4. **Share relevant Bible & SOP promises.**
5. **Ice-breaking activities.**
6. **Go through codebook/guidelines, safety, etc.**

7.

8.

WEEK 1-Day 2

1. **Share Bible & SOP promises.**
2. **Continue “Basic Five”.**
3. **Memorize the Canvass!!!**
4. **Emphasize the importance of a “good” close. (Time them!)**
5. **Introduce Prices and memorize them. (Drilling prices: TC #1—B, C, D)**
6. **How to show the “Bible Story Company.”**
7. **Explain “Directions” and “Radio Talk”. (TC #3)**

8.

9.

10.

WEEK 1-Day 3

1. **Share Bible & SOP promises.**
2. **Continue “Basic Five”**
3. **Memorize the Canvass!!! (With good close)**
4. **Drill Prices**
5. **Work on the HD canvass. (TC #4)**
6. **Dealing with Police.**
7. **Talk about caring for books. (TC #5)**
8. **Getting beyond the cookbook. (TC #6)**
 - a. **Not interested.**
 - b. **How much is it.**
- 9.
- 10.

WEEK 1-Day 4

Some of the students may be talking unbelief and be negative without realization of how much they influence others. We need to deal with this issue and our expectations of them to be positive!!!

1. **Talk to student about how to have faith**
 - a. Teaches stability
 - b. Represses murmuring & bad attitude
2. **MEMORIZE the canvass**
3. **Positive attitude. (TC #7)**
4. **Share SOP promises. (Talk Faith)**
5. **Deal with any specifics found in territory.**
(JW's, LDS, dogs, poor people, etc.).
And thus begin dealing with answering MAJOR objections.
6. **Emphasize that HD is a tremendous message book too.**
Whatever book they are getting out, they are making difference in people's lives.

WEEK 1-Day 5

Thursday is always a great day. Students do really well. Make sure they enter the weekend with a good experience. Work hard for it!

1. **MEMORIZE more books!!!**
2. **Train on their mistakes!**
(Use your little notebooks write them down.)
3. **Review radio use.**
 - a. Safety! (When entering house.)
 - b. Reemphasize Efficiency. (3 HW)
4. **Emphasize “Basic 5,”** especially smile and closing.
5. **Upselling. (TC #8)**
- 6.
- 7.
- 8.

Tell them how well everyone has done this week! Always end on a happy note!!!

WEEK 2-Day 1

Remember, they aren't used to the "Sunday feeling!" Tell students that people will be home and more religious than any other day of the week. (It will be a great day!)

1. **MEMORIZE more books!!!**
2. **Message books (TC #**
3. **Set goals/incentives for message books, etc. (TC #9)**
4. **Beware of zealous students who still don't know how to read people and will try to share a book with a person who really doesn't care for it. (TC #10)**
 - a. **Marshmellowing. (TC #10)**
 - b. **Steamrolling. (TC #11)**
5. **Train on reading people. (TC #12)**
- 6.
- 7.

WEEK 2-Day 2

1. **MEMORIZE more books!!!**
2. **Interested vs. Not Interested Person.**
Show difference between trying to share a 4-book set with an interested person and trying to share it with an uninterested person. Show difference between dropping to one book on interested person (who would have gotten 4) and dropping to one book for uninterested person.
3. **Major Objections. (TC #13)**
 - i. **No Money. (TC #13A)**
 - ii. **Not Interested. (TC #13B)**
 - iii. **What Church. (TC #13C)**
 - iv. **Come Back Later. (TC #13D)**
4. **Train on getting Bible Study contacts. (TC #14)**
- 5.
- 6.

WEEK 2-Day 3

1. Deal with having a positive attitude.

You can add more advanced items, such as:

- a. Using tone of voice appropriately.
- b. Eye contact. (And in your mind tell people: “Jesus loves you.”)
- c. Posture.
- d. Smile. (And smile w/ your eyes!)
- e. Walk fast, etc.

2. The Great Controversy (TC #15)

3. Train on Devil’s Rabbits.

People who steal your time.

4. Objections. (TC #13A,B,C,D)

5. MEMORIZE more books. (Continue as needed.

6.

7.

WEEK 2-Day 4

1. **Talk about how to make friends with different personalities.**
Sanguine, melancholy, choleric, phlegmatic.
2. **Tell when to share details/facts and when to simply share yourself.**
3. **Body language. (TC #15)**
4. **Work on HD, canvasses, and closes.**
5. **Evaluate weaknesses** (message books, HD's, making friends, discouragement) and train accordingly. Continue emphasis on doing your best for the glory of God, in small things as well as big ones.
- 6.
- 7.
- 8.

WEEK 2-Day 5

1. **Train on how to sell sets. (TC #16)**

By now many students should likely have shared some sets successfully. Tell the stories and emphasize why they placed them in the homes. (Made friends, respected person's wishes regarding saying no to some book, etc.).

2. **Close at the peak of interest. (TC #17)**

3. **Enthusiasm. (TC #18)**

4. **Train on making friends. (TC #19)**

5.

6.

7.

Tell them how well everyone has done this week! Always end on a happy note!!!

WEEK 3

1. **This is the week for polishing skills** on making friends, reading people, sharing sets--but being able to easily drop down when interest is low without losing sale altogether. (Objections & Closes)
2. **Train on Businesses—on Monday.**
(TC #20)
3. **By now you should know your students and territory.**
Work with them accordingly.
4. **Deal with how to reach people's hearts,**
how to share yourself, briefly
"One book that has helped me a lot is..."
5. **Emphasize the need to read people** and relate to what *they* say about themselves, by words, body language, home/yard decorations, etc.
6. **Dealing with poor people.**
(TC #21)

WEEK 3, cont.

7. **Show how to relate non-threateningly.**
Demonstrate when a person says, "I don't read the Bible/get to church as much as I should," how to tactfully say, "This is one book that has helped me a lot when I didn't have time to read/when the Bible didn't seem interesting/when I felt far from God," etc. instead of "you should read this book then" approach.
8. **Show need to relate to the other person as much as possible,** talking about what YOU feel only in relation to what you *suspect* THEY feel. Also, demonstrate comparing with others ("A lot of busy parents have been getting this one for their kids, and this one for themselves," etc.).
9. **Even if you have done it well, train again on devil's rabbits.** As they seek to make friends, they will inevitably fall into the trap of talking forever to a too-friendly person.
10. **Feature/Benefits. (TC #22)**
- 11.

WEEK 4

1. Often this week is a leveling-off period as people start getting tired. Emphasize need to *get to bed on time* and *not to slack on chores*.
 - a. If this hasn't been a problem, great, praise them, but it's good to mention it before someone starts thinking you are mentioning it because of them.
2. The "honeymoon" period is wearing off and people are starting to irritate each other, so talk about sensitivity to others' needs for space, showers, phone, etc.
3. You might use humorous illustrations of energetic students from the beginning of summer now going to doors with no energy.
4. Show graph of typical summer program sales, which start leveling off and even dropping around this time and what can be done to combat that trend.
5. **Comebacks. (TC #23)**

WEEK 4, cont.

6. **Talk about the difference that enthusiasm makes.**
7. **Polish skills** in making friends, reading people, and closing confidently. Practice in front with students.
8. **Address those that are weak in a personal, serious sit-down.** If they are still weak after this long, it is urgent that they face this fact and learn before it's too late (while taking into consideration if they are giving their best effort or could rise higher with more effort).
9. **The other emphasis for this week is spiritual growth.** Talk about how they are being changed "from glory to glory" by daily perseverance.
10. **Train on reaching people of different religious backgrounds.**
- 11.
- 12.

WEEK 5

1. This may be a time to refresh training on smiling and enthusiasm.
2. Remember that many are thinking, "not even halfway yet and it seems like forever!" This is a good time for bringing out new books or new canvasses for GC, etc.
3. **Begin emphasizing message books more strongly.** Talk about how to get a message book into most sales, not ending up with merely cookbooks and children's books. Have some worships out of message books; remind students to read their books.
4. Teach how to relate to different faiths
5. Show students how to use book quotes to meet needs & win confidence in product knowledge
- 6.
- 7.
- 8.

WEEK 6

1. Evaluate students' HD numbers. Aim for at least 15-20 per student per day; set incentive on it. By now emphasizing HD should not hinder their other sales.
2. Retrain on getting Bible study contacts.
3. Use advanced students to help peers.
4. Train on Attitude.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

WEEK 7

1. Re-emphasize need to get to bed on time.
2. Training should be shortening by now considerably.
3. Continue to evaluate weaknesses (message books, HD's, making friends, discouragement) and train accordingly. Continue emphasis on doing your best for the glory of God, in small things as well as big ones.
4. Refine...refine...refine... They might have learned most of the techniques, but none of them are perfect.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

WEEK 8

1. Make sure students are not "falling into a rut," saying the same thing at every door.
2. Emphasize again the need to make friends and to say something different to each person, depending on what they can discover about that person. Be genuine!
3. Talk about refining skills for reading people and making friends.
4. Watch for your time-wasters and be sure they know how to stay focused on the work, not doing what they please.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

WEEK 9

1. They're almost done--make the most of it!
2. Set high goals. May want to set incentives on being positive and encouraging.
3. Beware of anyone falling into the trap of indifference because it's almost over.
4. Emphasize spiritual duty to do our best all the way to the end. Worship on something like Gideon's army is useful.
5. Emphasize attitude, confidence, and being real and personal with people.
6. May want to refresh on personality issues (how to reach different kinds of personalities) and to work on closing and reading people.
- 7.
- 8.
- 9.
- 10.

WEEK 10

1. **They're almost done—make the most of it!**
Don't allow team to coast to the finish line—
summon all your energies to set high goals and
challenge students to do their best.
- 2.
- 3.
- 4.
- 5.

SECTION 2:

iTrain

Training Cards

List of Training Cards (TC)

TC #1	Memorize the Canvass
TC #2	The Basic Five
TC #2A	Walking Fast
TC #2B	Smile
TC #2C	Book in the Hand
TC #2D	Know Your Canvass
TC #2E	Prayer
TC #3	Directions and Radio Talk
TC #4	Drop Down
TC #5	Caring for Books
TC #6	Getting Beyond the Cookbook
TC #7	Positive Attitude
TC #8	Upselling
TC #9	Message books
TC #10	Quoting from the Message Books
TC #11:	Marshmellowing
TC #12	Steamrolling
TC #13	Reading People
TC #14	Objections:
TC #14A	Objection: No Money
TC #14B	Objection: Not Interested
TC #14C	Objection: What Church
TC #14D	Objection: Come Back Later
TC #15	Getting bible Study Contacts
TC #16	The Great Controversy Story
TC #17	Quotes: The Great Controversy

TC #18	Body Language
TC #19	Selling Sets
TC #20	Closing at the Peak of Interest
TC #21	Enthusiasm
TC #22	Making Friends
TC #23	Training on Businesses
TC #24	Poor People
TC #25	Features & Benefits
TC #26	Comebacks

Memorizing the Canvass

Training Card #1

“Let a class of canvassers be fitted up, by thorough instruction and drill, to handle the publications that shall come forth from the press.”

Colporteur Ministry, p. 55

Practice Drills:

For each activity you must have a time limit.
Spend between 5-15 minutes on a selected practice.

A. Practice with a partner.

B. Circle drill.

For slow memorizers - the leader either points to students to say the canvass /close or directs questions to students

C. Speed drill.

For smoothness - time students and set a do-able time limit for close, canvass, and both together.

D. Unison drill.

For knowing canvass word for word - the whole group says canvass/close together. When a mistake is made, every one starts over.

E. Allow them to act out the canvass.

F. Have students get into groups of 4-6.

Each student takes a turn saying the canvass as fast as possible. Others in the group huddle around “barking” like dogs, “crying” like children, etc. to distract. If the student messes up the canvass, he or she must start over!

G. Make three copies of the canvass or close and cut each apart putting the words from each book into a separate Ziploc bag.

Have three groups race to put the “puzzle” together. Do this for each book.

H. Have everybody stand in a circle.

I. Play “follow the leader”—everyone saying the canvass in unison.

J. First letter drill—write first letter of every word.

Basic 5!

Training Card #2

Initially, you can introduce the Basic 5 principles to the students by demonstration.

General Overview:

1. Walk fast (TC 2A)
2. Smile (TC 2B)
3. Book in the Hand (TC 2C)
4. Canvass (TC 2D)
5. Prayer (TC 2E)

You need to **Walk Fast** to get to more doors. Once they open the door, one of the first things they see is your **Smile!** Before you can tell them about the book, you need to put **the Book in the Hand**. Once that's done, you'll need to know your **Canvass** to know what to say to them. When you know your canvass, it allows you to be **praying** and observing the person at the door, as you engage their interest in what you have to share. The power of prayer adds God's blessings to your best efforts for Him.

Breaking it up to train on individual points.

Walking Fast

Training Card #2A

1. More doors, more souls.

The main purpose of walking fast is to reach more doors and thus more souls. If every 10th door will get a book, by walking fast you'll increase the chance of getting more books in homes.

Demonstrate:

- a. Have students watch you as you walk slowly for 10 seconds.
- b. Have students watch you as you walk fast for 10 seconds.

*"Therefore rejoice, O heavens, and you who dwell in them! Woe to the inhabitants of the earth and the sea! For the devil has come down to you, having great wrath, because **he knows that he has a short time.**"* Revelation 12:12

The devil knows that he has a short time, do you know that you have a short time too?

2. No time to think about discouraging situations.

3. People are watching us.

People are always watching. They see us as we walk cheerfully from door-to-door. They know we have something that we care about. What do you want to communicate to them by the way you walk?

4. Endorphins.

Share the positive effect of endorphins released when walking fast and the effect on your mood and outlook. Endorphins are chemical compounds that reduce stress and enhance memory and judgment.

Smile

(Sincere, and smile w/ eyes too!)

Training Card #2B

Q: What's the longest English word?

A: SMILES

Some say **SMILES** is the longest word because there is a **MILE** between the first and last letters!

sMILEs

Fun facts about smile:

1. Smile is universally known as an expression of happiness, which is recognized by almost all cultures.
2. There are over 18 types of smiles that are used in a variety of situations. For instance, people can use a smile to say "hello!"
3. Smiles are the most easily recognizable facial expression: People can recognize smiles from up to 300 feet away!
4. Smiling releases endorphins and makes us feel better, even when you fake a smile you can feel better.
5. We are born with the ability to smile.
6. Newborns tend to show a preference for people that are smiling, as opposed to those not smiling
7. Smiles are contagious.

Illustration about two homes—attached!

Let the students see the illustration about two homes. Then ask them, how many seconds did it take to get a first impression. The reality is that it doesn't take 5 or 10 seconds to get a first impression—it takes only a split of a second! *And remember, you'll never get a second chance to make a great first impression!*

"I like this guy," or "I don't like this guy."

"I trust this person," or "I don't trust this person."

These are all judgments that can be made, based on nonverbal cues.

Take Charge!

The canvasser must take charge of his/her non-verbal communication. **Cultivate a positive disposition by smiling between doors.** It is when we are not talking to a customer that we can work on our cheeriness. **Sing and talk to God of your joys.**

By cultivating positive reactions and cheery outlooks, we slowly change the nature of our natural expression.

Perhaps no other activity promises to make such a positive change in the life and sales of the literature evangelist. I have watched personalities bud and bloom under the sunshine of hopeful thought.

[If you are teaching your students to smile, do not berate them for their failure. That would be like trying to get someone to enjoy split-pea soup by adding dirt to it every time they complain about it.

Rather, make a game out of smiling. "A little bigger...a little bigger!" Do not try to make someone who is on the verge of tears act goofy or smiley.]



How many seconds does it take to make a first impression?

(Remember, you'll never get a second chance to make a great first impression!)

Book in the Hand

Training Card #2C

Illustration:

Imagine that you are in a grocery store. You are in the ice cream aisle, looking for a vanilla soy ice cream. It takes you 5 minutes to find it, but finally you found it! You put it to into your shopping cart, as you continue on with your shopping spree.

Suddenly, a man comes by, looks at your shopping card, and says, "Oh, there it is!" and proceeds to take away your vanilla soy ice cream!

How do you feel about it? Do you feel violated? You didn't pay for the ice cream, it's not yours and yet you feel like you possess it—you feel a sense of ownership for that ice cream!—all because you had touched it and taken it!

~~~

**"You break it, you buy it..."**

**"Look, but don't touch..."**

**"Keep your hands to yourself..."**

**"Three tired platitudes you might hear in the world of retail that all suggest a direct connection between the power of touch and the act of buying something. Now a new study in the Journal of Consumer Research confirms what many have long believed, when you touch something in a store, you feel a sense of ownership...."**

### Source:

<http://edition.cnn.com/2009/LIVING/personal/04/22/ch.shopping.touching/>

It works the same with our books. Until they are in the customer's hand, he does not feel that he is seriously interested. He does not listen well to the canvass. He does not ask questions about the books. He will not buy them.

**Demonstrate, in the training, that people do take books when they are handed to their hands.** This is easily done by walking up to any student while you are training on something else and handing them a book. They will take it.

If he will not take the books, he is communicating a high level of disinterest. Treat him just as if he had said, "I am not interested."

If his hands are dirty, or if they hold a dog, baby, or if due to disability he needs his hands to support himself, then use a flat surface as a substitute for his hands. Put the book there (suggest a table, or the hood of a car) and show him. (Better yet, suggest to them that you can wait, if they want to put their dog away, so they can look at the books.)

# Know Your Canvass

## Training Card #2D

“Let a class of canvassers be fitted up, by thorough instruction and drill, to handle the publications that shall come forth from the press.”

**Colporteur Ministry, p. 55**

**Knowing what to say will: give you confidence in your presentation, allow you to always present the most important features/benefits of the materials we are carrying, save you and your customer time, help you meet objections, etc. Time is short; know your canvass!**

We'll always have a student or two who will think it's not necessary to memorize the canvass. They'll feel, and almost rightly, that it is the thoughts of the canvass, not the precise words, that are useful. But herein lies their problem.... they know so little about canvassing that they do not recognize the power of the thoughts created by the words in the canvass.

Once they notice that their donations are not comparable with those that know their canvass, they must either concede that the canvass is preferable to their guesswork talking, or they must conclude that customers do not like persons such as themselves. Why they tend to run with the latter option, I don't



know. But they do. They think that customers must not like men or boys their age, or their race, or their height.

Canvassing well requires active listening and constant prayer. The human mind is too weak to be listening well, praying well, and creating a canvass well simultaneously. Those that do not learn their canvass must either stop praying while at the door, have periods of silence in the canvass, or stop listening well to the customer. Any of these options is fatal to consistent sales.

You should know your canvass so well that you can be saying it while listening to the customer and while saying a silent prayer. **That is when it becomes a tool in your hand.**

# Prayer

## Training Card #2E

Prayer, in general, should be the subject of a vespers program or a series of worships. The science of how to approach God, how to claim promises, how to find them, how to exercise faith, these are part of the blessed content of a spiritual summer school in a magabook program.

Some key points about prayer include that what we expect is related to what will happen. We must depend on promises. We must pray repeatedly, but unlike the heathen—not to be heard for our volume of repetitions—but to demonstrate our dependence on God.

### Things to pray for:

1. **Pray for Quick Rejections.** There are people that are ready to receive you and there are those that are not. Pray that those that are not ready will not take your time so you can get to those that are ready.
2. **Pray for your partner and for the person praying for you.** This assures that every one has at least two people praying for them. And prayers by two are more effective than prayers by one. This is true largely because no man can take the credit for the answer to a group prayer, as if his special power in prayer brought the desired end.
3. **Pray that the right person comes to the door.** Not all housemates are equally open.

4. **Pray that the person giving the donation will come back with a generous gift.** This is the easiest way to get more books out—especially the Great Controversy! 😊
5. **Pray that God will speak through you.**
6. **Pray that God will help the person that is having the hardest time on that particular day.**
7. **Pray for Divine Appointments and that God will bring the people that will buy to you.** Then be bold enough to talk to those whose cars break down on your street, or who are sick and home from work, or who are visiting from a different state. Also, imagine that there is a person in the 12<sup>th</sup> house that needs to be encouraged. They are praying for someone to come and tell them “the way of salvation.” God knows it, and the devil knows it too. And now the devil has 11 doors that he will use to get you discouraged so you are not ready to minister at the 12<sup>th</sup> door. When you meet someone that is rude to you verbally or slams the door on you, say in your heart and mind, “Praise the Lord, a Divine appointment is in the making!” There is no other reason why the devil would try to discourage you like that! He’s just angry, because he knows his time is short!
8. **Pray for “energy and cheerfulness” and that you will “do your best” and also do “better work” and that you will “bring into your work the loving ministry of your Savior.”** – Make this a daily thought in your petitions. (MH 474)

# Radio Lingo/Directions

## Training Card #3

### 1. Book Abbreviations

- a. Gourmet—Naturally Gourmet
- b. 7S—Seven Secrets
- c. ST—Story Time
- d. RH—Real Heroes
- e. POP—Prince of Peace
- f. MOP—Man of Peace
- g. Peace—Peace Above the Storm
- h. GC—The Great Controversy
- i. Lessons—Lessons of Love
- j. MFJ—My Friend Jesus
- k. Final—The Final Events DVD
- l. D2—Ancient Dream
- m. D9—The Most Amazing Prophecy
- n. HD's—Happiness for Life

### 2. Spanish Book Abbreviations

- a. Salud—Salud en Su Mesa
- b. Jesús—Amigos de Jesús de los Niños
- c. Amor—El Enseno Amor
- d. Paz—Paz Mas Alla de la Tormenta
- e. Conflicto—El Gran Conflicto
- f. Feliz—Feliz para Siempre

### 3. Directions

- a. Work to T (teach them to always cross over & work back)
- b. Work to T, comb to T
- c. Work to T, comb to first intersection
- d. Work to T, staple (to T or first intersection)
- e. Reverse staple
- f. Always comb courts
- g. Follow curb

### 4. Leader Student Communication

- a. Leader = Mobile One
- b. Mobile One, Name of student, Books needed (use abbreviations)
- c. Mobile One, Name of student, Ready for pickup
- d. Mobile One, Name of student, 3 HW (house warning)
- e. Mobile One, Name of student, Going into house #\_\_\_\_\_
- f. Mobile One, Name of student, Channel up (if they have *any other question*)

### 5. Other

- a. Crumbs—Cards
- b. Raisins—Change
- c. Plane Ticket—Emergency situation (Very serious!)
- d. Management Assistance—Help with Police, Manager

# Drop Down

## Training Card #4

### Why are students not successful with HD's?

1. They don't show it to "not interested" customers.
2. They don't persevere enough.
3. They are too pushy and irritate people, then give up.
4. They don't use language/voice tone that makes an HD donation seem like you are giving up and the donation for an HD is nothing much.

- Emphasize the power of this book. Do worships on it. Have students read it for their devotions.
- *Have students practice giving one-sentence benefits of the book.*
- ***Let customer set the price:*** "Whatever you feel like giving helps me go to school"
- ***Show them powerful and meaningful quotes.***
- ***Don't leave a home without dropping down to this book!!!***

## Key phrases:

- 1) That's Fine
- 2) That's OK
- 3) Don't Worry

### Step One:

Customer: I'm not interested/Not a good time

LE: "**That's fine.** For those not interested they gave us a little Happiness for Life. This little pick-me-up book will help you to deal with stress and the many problems of life. Whatever you give...(fill the blank)"

### Step Two:

Customer: "Maybe not at this time..."

LE: "**That's OK.** People are helping us with just a couple of dollars. Whatever you give... I know you'll enjoy the book." (Reaffirm them on the book!)

### Step Three:

Customer: "I'm going to pass today..."

LE: "**Don't worry.** They said that you could help even in a pocket change..."

## Remember:

1. At each step watch the customer's response.
2. If their countenance is changing in a decidedly negative way, you might need to skip the following steps.

3. Most of your HD donations will come after the 2nd and 3rd try.

# Caring for your books

## Training Card #5

### Quick Guide:

1. Use magabook boxes (preferably cookbook boxes) to put in the students' magabook bags.
2. Don't put the Review books next to the cookbooks.
3. On a rainy day ask people at the door for plastic bags so you can put your hand set in it. Do the same for the books in your bag.
4. Check student books after a rainy day.
5. Protect the books from sweaty hands. (Put receipt wallet or door cards between the books and your sweaty hand/arm)
6. **Check the quality of your students' books from time to time.**
7. Tell the students not to leave the books behind (especially their hand set) in the car and training rooms.

Some students are discouraged to find their sales decreasing after the first week. They had been led



to believe that they would improve! The reason could be the condition of their books.

Leaders, students should not be permitted to carry damaged books. The money they may save by selling one will not compare to the sales they will lose by the effort. Remove damaged books and replace them with new, whatever the cost.

Keep water and food away from stocked books, and away from books in your bag. Store your hand set in your bag when they are not in your hand. Keep your books away from your clothing while you walk. Open boxes carefully.

In short, BE CAREFUL. **The highest selling students always have beautiful books.** It only takes moments of carelessness to damage the books in your hand. Only care will preserve your materials.

**Lastly, it doesn't take a poor canvass to ruin sales—damaged books will do it just as well!**

# Getting Beyond the CB

## Training Card #6

**Introduction:** In the beginning of a canvass people look at the cookbook and respond in one of two ways:

- a. **Not interested** (May not have had enough time to generate interest)
- b. **How much is it?** (They don't know that we have something else besides the cookbook you showed them, and they want to make a decision.)

Customer: **"I'm not interested..."**

LE: "OK. That's fine! Just so you know who came by, I work with the Bible Story Company. I'm sure you've seen them in the doctor's offices. And they gave us a sample one on prophecy/devotional/for children..."

Customer: **“So, how much is it?”**

LE: “I’m so glad you asked! We are leaving these books on a donation basis. I work with the Bible Story company. (I’m sure you’ve seen them in doctor’s offices.) Let me show you another one that they gave us...”

If they have children, show them a children’s book and then work your way up to an adult book. If they don’t have children, show them a message book right away.

**Practice:**

1. Memorize the transitional sentences word-for-word.
2. Pair up students and have them practice the canvass using the cookbook.

# Positive Attitude

## Training Card #7

### **A. Attitude is determined by core beliefs.**

A worship on the love of God as seen in the life of Christ makes a powerful training session. Training on attitude is successful when students are encouraged to take their “eyes” off of themselves and on to Jesus.

### **B. Enhancing a good attitude.**

1. **Smile** - this is a good one to train on. Have students pair off and say entire canvass with a big smile. If they stop smiling, they start over. (Good for enthusiasm also - some kids get monotone!)
2. **Run/walk fast** - moving as fast as possible in the field physiologically helps students stay in a positive state of mind plus helps them have more good experiences.
3. **Student ownership** - challenge them with new responsibilities. Honor students that have proven themselves trustworthy.

### **C. Everyone needs confidence.**

*Teach them to have confidence through:*

Tone of voice

Posture

Eye contact

The way the book is handed to customer

Words they choose

The way the students walk and smile

### **D. Principles of motivation:**

1. **Demonstrate** - live what you're teaching!!!!

"No one ever taught as Jesus taught because no one ever lived as Jesus lived."

2. **Delegate** - challenge students with responsibilities so that they feel like part of the team.

3. **Affirm** - look for ways to give genuine affirmation. Take notes on the positives that students do just as much, if not more, than the negatives.

# Upselling

## *Training Card #8*

### a. Two for the price of one close

***“In bookstores, a nutritional CB like this one usually runs around \$25 (say “dollars”). But for 25 (don’t say “dollars”), you can get the CB and a bonus book of your choice. Which one would you like to choose as your bonus book?”*** (Ask w/ confidence and immediately fan out options that you think would attract them or which you are trying to encourage them to choose as their bonus book. Allow a pause for them to respond, but if they don’t seem very engaged in making a decision, jump right in and help them choose a good bonus book. By your enthusiasm and persistence, you may be able to awaken interest).

### b. Widening donation margin

***“In a bookstore these three books would cost around \$45. But people have been helping out with just 30 to 45. I noticed that you also liked \_\_\_\_\_. If you help out with just 40, I can leave you with all four!”***

c. **Just \$5 more close**

“The bookstore price for a book like this would be around \$15. But, for just 5 more, you can...1) Get a second book of your choice!/Pick a second book! 2) Get our best seller, the Great Controversy!” If they are getting one children’s book, and you are trying to up-sell to 2, share “This way there’s one for the kids and one for you!” Or, you may say, “This way there’s one for you and one for your husband!”

d. **Options close** - show them another book and say, “And let me just share with you\_\_\_\_\_, so that you’ve had a chance to see everything!” If you are sharing a few extra books and the canvass has gotten a little long, be sure to give very brief canvasses (1-3 sentences/book) on those extra books, so as not to get too long in the overall length of the canvass and lose all interest. **Note: DO NOT use this close unless the person seems engaged and interested and would be willing to see another book that you are “sharing” with them. Otherwise, this close may effectively put your overall canvass on “overtime” for the customer and you could “kill” a smaller sale that you would’ve had.**

# Message Books

## Training Card #9

“Let canvassers handle books which bring light and strength to the soul, and let them drink in the spirit of these books. Let them put their whole soul into the work of presenting these books to the people. If they are imbued with the Spirit of God, heavenly angels will give them success in their work, and they will gain a deep, rich experience.

**Colporteur Ministry, p. 121**

### **When canvassing message books:**

- Pray in your heart for reception and family
- Be convinced in your own mind that these are precious books which every family needs and will get
  - Be positive and upbeat!
  - Exude confidence and have faith!
- Give a well-rehearsed canvass while praying
- Find something (a quote, talk about Christ, testimony, etc) that will allow you to present Christ as precious to the people whenever you see an opportunity (may not be possible at every door if quick)



- Handle the message books as though they were precious, for the message in them truly is
- Be persistent, and try to encourage at least one message book in each set or \$5 more as an add-on to a single
- Show them their need via benefits& features

“God will impress those whose hearts are open to truth, and who are longing for guidance. He will say to His human agent, “Speak to this one or to that one of the love of Jesus.” **No sooner is the name of Jesus mentioned in love and tenderness than angels of God draw near, to soften and subdue the heart.”**  
**Colporteur Ministry, p. 111**

# Quoting from the Message Books

## Training Card #10

### **Lessons of Love, p. 58**

“The sheep that has strayed from the fold is the most helpless of all creatures. It must be sought for by the shepherd, for it cannot find its way back. So with the soul that has wandered away from God; he is as helpless as the lost sheep, and unless divine love had come to his rescue he could never find his way to God.”

### **Lessons of Love, p. 66**

“Do not listen to the enemy’s suggestion to stay away from Christ until you have made yourself better; until you are good enough to come to God. If you wait until then, you will never come.”

### **Lessons of Love, p. 66**

Never a prayer is offered, however faltering, never a tear is shed, however secret, never a sincere desire after God is cherished, however feeble, but the Spirit of God goes forth to meet it.

### **Great Controversy, p. 49**

“Nothing but repentance toward God and faith in Christ can save the sinner. The grace of Christ cannot be purchased; it is a free gift.”

### **Great Controversy, p. 192**

“It was Satan that prompted the world’s rejection of Christ. ...for he saw that the Savior’s mercy to love, His compassion and pitying tenderness, were representing to the world the character of God.”

**Great Controversy, p. 232**

“The last great delusion is soon to open before us. Antichrist is to perform his marvelous works in our sight. So closely will the counterfeit resemble the true that it will be impossible to distinguish between them except by the Holy Scriptures.”

**Peace Above the Storm, p. 57**

We shall often have to bow down and weep at the feet of Jesus because of our shortcomings and mistakes, but we are not to be discouraged.

**Peace Above the Storm, p. 84**

“Prayer is the opening of the heart to God as to a friend. Not that it is necessary in order to make known to God what we are, but in order to enable us to receive Him. Prayer does not bring God down to us, but brings us up to Him.”

**Peace Above the Storm, p. 86**

“Our heavenly Father in love answers our prayers by giving us that which will be for our highest good—that which we ourselves would desire if with vision divinely enlightened we could see all things as they really are.”

**Man of Peace, p. 7**

“Jesus was treated as we deserve to be, so that we can be treated the way He deserves. He was condemned for our sins, which He had nothing to do with. This was so we can be saved by His righteous goodness, which we have nothing to do with. He suffered our death, so that we can be given His life. “We are healed because of his wounds” (Isaiah 53:5).

**Man of Peace, p. 142**

“Jesus knows the burden that mothers carry. He made a long journey to relieve the anxious heart of a Canaanite woman. He gave the widow from Nain her son again by raising him to life. Even in His suffering he is still touched today by the sorrow of mothers. He will give them comfort and help whatever their worries or needs. “

# Steamrolling

## Training Card #11

Teach them to listen to customer likes/dislikes. In this way, students can keep from getting sidetracked by the customer's many ways of saying "no." Not everyone will buy.

Steamrolling is essentially canvassing without noting the customer's verbal and/or nonverbal communication.

It is a monologue, not a dialogue. Your goal should be to engage the customer into what you are presenting—not preventing them from making any comment.

Communication gives you an idea of where they're at, while silence on their part leaves you in the dark as to how to proceed in your canvass. Their silence should be encouraged to be broken for a successful canvass (though at times it cannot be).

# Marshmallowing

## Training Card # 12

Love is not wimpy. Talk of the love God demonstrated in Jesus that persistently pursued us in spite of difficulty. (Pray that we as leaders and students alike, will be convicted on the power and significance of the message found in our books).

### **Describe what marshmallowing reflects:**

- 1) Don't believe that books are *that* important
- 2) We're "bothering" people by showing them books
- 3) We're afraid of people being upset at us

### **What we don't understand when we do:**

- 1) These books will change lives
- 2) Everyone needs these books, even if they don't realize it
- 3) If we are not being unChristlike in our presentation, they have no reason to be upset with us. People were upset with Christ too.

**A kinesthetic example** – Give each student a marshmallow and plastic bowl while their eyes are closed. Pour water over the marshmallow and have them gush it around in their fingers. Link to marshmallowing at the doors.

We should persist for Christ's sake—and for their souls--not our own!

Train on "steamrolling" simultaneously, as students may swing to the opposite extreme if only one is presented.

# Reading People (Observation)

## *Training Card # 13 Pt.1*

**Observation Goal:** To learn about the person behind the door (before you meet them and as you are forming a first impression) in an effort to **make friends** & make the right **book selection**.

### **1. Observation of things/exterior of home.**

*Cars, bumper stickers, lawn upkeep, toys, beer cans, Christian signs/plaques, etc.*

**Ask yourself questions:** What do these things that I see tell me about the person/family who lives here?

### **2. Observation of people/interior of home.**

*Pictures on the wall, upkeep of home, kids running around, "atmosphere" of home (modern, homey, bachelor, etc.), person is stressed/tired/quick or professional/quick or easy going/happy/joking or flat/unresponsive. Use what you have observed to "break the ice" or "make friends."*

While showing the cookbook/other opener, **ask yourself questions quickly:**

- What book would best meet their needs?
- How can I tailor this canvass to their specific personality?
- How can I show them I care about their time/stress level?

4. **Practice:** Create “observation-testing” scenarios (written on index cards\*)

Limit each “skit” to 1 minute for each canvasser to figure out who the person is and get the right book into their hands.

Decide which book each scenario player will get.

### **Props/characteristics needed for each scenario:**

1. No outside clues, teenage girl, quiet & laid back
2. Skateboard outside, teenage guy, quiet & laid back
3. Random kid toys, young mom, stressed/tired/baby sleeping
4. Random kid toys, young dad, just got home from work
5. Christian plaque/fake flowers outside, older lady, glasses, suspicious
6. Christian plaque/fake flowers outside, older man, veteran, non-talkative
7. No soliciting, National Rifle Association sticker on window, older man
8. Well-kept lawn, nice home, middle-aged professionally dressed man
9. Well-kept lawn, nice home, middle-aged professionally dressed woman
10. Well-kept lawn, mom of two kids is cooking, candle aroma evident

# Reading People

## *Training Card # 13 Pt.2*

**Comes from listening, asking questions, reading body language, making friends!**

Listening encourages others to listen to you. Teach students to listen with their eyes, ears, and mouth. This is the key to meeting others needs.

A. **Eyes** - look at bumper stickers, type of car, what is in the yard, objects inside the house, pictures, what the person is wearing, the expression on their face, etc. Keep eye contact.

B. **Ears** - listen for words that reveal needs. Ask, "What is this person really saying to me?"

C. **Mouth** - let them know you're listening. Example – "Looks like you're in a hurry. I'll be brief..." You mentioned you like to study the bible... you'll love this book."

### **Listening Drills:**

\* ***Mute customer drill*** - have students (esp. who struggle with listening) canvass another student. The student must give clues to a need (questions about future, unruly kids, health problems, etc) he/she has without saying a word. The canvasser must find the need by looking at the "customers" expressions and verbalize what they observe to the customer.

\* ***Repeating the positives drill*** - have student canvassing another student. Whenever a positive response is gained



have students verbalize it. Example – “Yes, I like to read.”  
“If you like to read, you’ll love this book.”

\* **Hearing drill** - have student canvass someone hidden from their view (behind door). The canvasser must listen for key words to know what to say.

A. **Kids** - they can sell a book when you can’t. NOTICE THEM!

- make friends with them
- ask them questions and ask questions about them
- “Do you get a chance to read to your children?” or “Do you like to read?”

B. **Circumstances** - adjust canvass to any situation

- canvass everyone
- be in a hurry when they’re in a hurry (*this means you shorten your canvass, not say it faster!!*)
- let them know you’ll be just a minute

C. **Religion**

- notice that someone is religious
- ask if they like religious books
- show Bible Story company . . . used by over 300 denominations because they are so biblical.
- share a short testimony with them

D. **Profession**

- to a business person, be a business person. To a blue collar worker, be a blue collar worker, etc. 1 Cor. 9:19-23

E. **Economic situation**

- Magabooks are affordable to almost everyone. However, when canvassing in a lower-class neighborhood a good rule of thumb is “2 books and close.” Have students practice how to open canvass back up and close again.

# Objections:

## *Training Card #14*

### **Expect objections.**

“The canvasser need not be discouraged if he is called to encounter difficulties in his work; let him work in faith, and victory will be given. *“We wrestle not against flesh and blood, but against principalities, against powers, against the rulers of the darkness of this world.”* Whenever a book is presented that will expose error, Satan is close by the side of the one to whom it is offered, and urges reasons why it should not be accepted. But a divine agency is at work to influence minds in favor of the light. Ministering angels will oppose their power to that of Satan. And when through the influence of the Holy Spirit the truth is received into the mind and heart, it will have a transforming power upon the character.”

***Colporteur Ministry, p. 115***

### **People will often say “No” first.**

Everyone will hear “no” at doors. It’s what you do with that statement that will make a difference. Many people that *first* said “no” will *later* get books! Read on to find out how!

### **See objections as stepping-stones, instead of road blocks.**

“Difficulties will arise that will try your faith and patience. Face them bravely. Look on the bright side. If the work is hindered, be sure that it is not your fault, and then go forward, rejoicing in the Lord.” ***Colporteur Ministry, p. 118***

**Seek to prevent objections.** “An ounce of prevention is better than a pound of cure.”

Not interested objection: Show the value of the books.

Religious objection: Show the Bible story page & dress not too “churchy.”

No money objection: We accept cash and checks.

## **Don't repeat their objections back to them!**

**No! No! No!**

"I'm too busy right now for this."

Don't do: "Oh, you're too busy right now? Ok. Bye!" When you do this, you are not only restating what was said, but you are reinforcing the objection to yourself and to them, and taking away any options you might have to share anything with them. You think you are doing this to respect them, but you show that you are indifferent to whether you share the material with them or not. You seem to have no conviction or enthusiasm for that which you should think it was important for them to have. You do not realize that there is a way that you may respect what they say, while trying to maximize another opportunity to share literature, as in: "OK! Then let me show you our sample book. (Pull out different book, and flip to the back card) There's information in the back as to how you can order other books later. We leave this on a donation from \_\_\_ - \_\_\_!" You persisted with attempting to share something else, while also respecting their limited time and being quick. It's a win-win situation! Some objections don't require you to drop down to only one, they simply require you to change focus/direction in your canvass, and you may still get a number of books out.

This rule is true, with the **exception** of the Happiness Digest close. ("Not interested..." "For those not interested..."), because at that point you're already giving up on books, and about to go. Never give up too soon!

## **Four most common objections:**

1. No money.
2. Not interested.
3. What church puts this out?
4. Come back later

# Objection: No Money

## *Training Card #14A*

This objection is sometimes confounded with the Come Back Later objection by its formulation: Could you come back on Friday when I get paid? Since both of these objections are handled in much the same way, it is not so essential to differentiate between them.

### **No money or not interested?**

When someone indicates that they do not have resources enough to purchase your materials, you need to do some mental evaluation. Is the reason for this objection a lack of money, really? Or is it a camouflaged version of “I am not interested.” And does the customer know that I accept checks (and/or credit cards if your program accepts them)?

People don’t always know what may seem obvious to us **“Oh, we can accept checks.”** If that does not solve the problem, proceed as if they knew you could accept checks.

If you are rather certain the objection simply expresses a **lack of interest**, proceed to the “not interested” objection and pretend they said it.

But supposing that money is an issue. Use these words: ***“Sir, if you had the money, are these books something you would be interested in?”*** Then wait for a response.

**No Answer:** If he says something like “umm, I am not sure. I have a lot of books....” then you are ready to proceed to “not interested” mode.

**Yes Answer:** But if he says, “yes!” follow-up with these words:

***“The reason I was asking is because they said that we can hold checks for up to three weeks. How long would we have to hold it for?”***

If you know they don’t have checks, or if they indicate at this point that they don’t, modify the reply to **“The reason that I was asking is that they said that we could take jars of pennies. We need a jar that is about this big (demonstrate the size of a quart) for a book.”**

If the person really wants the book, we can help them in a number of ways. Beyond checks, cash, (credit cards) can: **Hold checks, Cash personal checks, Take starter checks or out-of-state checks, Take checks out of order, If they are in town, we can wait while they run down to an ATM.**

If they are in a home or business with other persons, even persons not interested in the book, we can facilitate a loan.

***“I wish I could come back tomorrow—do you think (address someone that has been hearing you) you could give him a loan ‘til tomorrow?” or “Do you think that someone here could loan you \$20 until Friday?”***

When you have exhausted the financial options and the customers are still not able to buy, proceed to the Drop Down.

# Objection: Not Interested

## *Training Card #14B*

5. This objection comes before they even know what you have.
6. This objection comes as a result of not showing the right books, or they didn't see the value of the books.

This objection is often crafted out of thin air before the customer has any idea what you are doing. You may hear it as you approach a person outside. Or it may be yelled through a door while you stand knocking. In these cases, before an introduction has been made, it should be understood to mean, "I don't like salesmen". If you are approaching a person, just keep walking and smiling (big!) and reply (while you advance), ***"Ok, that's fine!"***

These are non-fighting words. ***They are a general answer to any number of uncategorized objections.***

***“Ok, that’s fine.”*** Follow up with ***“Just so you know who came by...”***

This phrase is also a precision tool. It is in past tense, intimating that the crisis of a pressure sale is over and that the customer can put his guard down. We don’t use pressure sales, but he doesn’t know it.

The next words are no less worthy of memorization: ***“They gave us a sample book.”***

As a whole, the response looks like, ***“Ok, that’s fine. Just so you know who came by, they gave us a sample book.”*** And you hand them another book and start over.

If they are irritated at your religion, and they know you are not Jehovah’s Witnesses, and you have already tried a couple books, you might want to move directly from “not interested” to “drop down.” We aim to relieve stress through our answers, not to create it.

# Objection:

## What Church Put this Out?

### *Training Card #14C*

This objection is expressed verbally, as well as non-verbally.

This objection can partly be taken care of by showing the Bible Story picture in the back of the book.

When asked, **“Who put these books out?”**  
Answer, **“I work with the Bible Story company. I’m sure you’ve seen them in the doctor and dentists’ offices.”**

When asked again, **“Who (what church) put these books out/Who are you with?”**

Smile and say, **“We are Seventh-Day Adventist Christians. Have you heard of us?”** Retain smile, so they know you are not ashamed, but proud to be an Adventist!

Make it clear that our books are **NOT** non-denominational.



This question is most often expressed non-verbally by caution, by an unwillingness to become warm and friendly. And it is best answered non-verbally by making a statement regarding our affiliation to the Bible Story Company.

In other words, the student who routinely shows the Bible Story logo and materials in the back of the book will be asked about his denominational affiliation less frequently than those who wait until queried to show the same.

There are other things that can be done to prevent the question from being asked. By mentioning your school and asking the customer with some enthusiasm, “Have you heard of it?” you communicate that you have nothing to hide. This squelches the customer’s thought that you might represent the Watchtower society.

# Objection: Come Back Later

## *Training Card #14D*

**Memorize this phrase:** “I wish I could, but they gave us a sample so you can get something later...”

(Hand them a different type of book.)

**“I wish”** communicates that there is no reason to try to persuade me to come back. I am already persuaded. I just can’t. It is not useful to explain that the reason that you can’t is that they wouldn’t buy if you did.

Follow your **“wish”** with some practical good news, **“but you can still get something later when you want to** (or, when your wife wants to, or whatever else makes sense.)”

**“They gave us a sample book** (hand them a different book and show the information in the back) **that you can use to order. This book** (canvass it) **and they said to leave the sample for** (close).”

Choosing the different book involves more than guess work. **You have four categories of literature:** Devotional, Bible Reference, Health, and Children's. If they have said, "come back" on one category, it is more than just possible that they were not very interested in that category and were putting you off.

So give them a sample book from a different category. Think it through. If your first book was a health book, show a religious book. They have seen several categories; show the one that they have not seen.

# Getting Bible Study Contacts

## *Training Card #15*

**Objective:** To create a “need” for Bible Studies that they perhaps didn’t think they needed. Then, to meet that need by offering them personal bible studies.

**Important Note:** We don’t want you to sign *everyone* up for Bible Studies! **ONLY** the interested ones 😊 Unlike canvassing to get a book into the home, we *do not* canvass them strongly on Bible studies, but at the same time we give them a fair chance to sign up.

### **How do we do this?**

#### **Make FRIENDS and ask *intentional* “spiritual” questions:**

Do you go to church around here?

Do you enjoy going to church?

What are your favorite parts of the Bible to study?

Do you get the chance to study the Bible outside of church?

The best way to do this, is to use the books as an “excuse” to stand at their door and ask them spiritual questions. If they have a message book in their hand, you can ask them these questions, while relating & talking about the book.

#### **Create a “need” for Bible Studies:**

“Do you ever open up the Bible (at this point open your hands as if you’re holding a Bible and look at your hands in a puzzled way), and think to yourself – ‘What in the world is this talking about?!’” (OR, “Man this is boring!”)

Most of the time you’ll get a positive response (*many* people don’t understand it!).

## **Relate with them:**

"I know what you mean, I remember I used to be scared to read Revelation..."

"I used to not even open the Bible 'cause I thought it was boring..."

## **Meet the need you have just created, by telling them about Bible Studies:**

"That's why I really like what YES does for FREE in the community. If you look on the back of your receipt, you'll see that they offer Cooking schools, VBS, Revelation Seminars, and my personal favorite – Bible Studies. They offer to have someone come by & just help *regular people like us* understand the Bible!"

## **Assure them of what they can expect:**

"And don't worry, they don't come to force religion down your throat or anything – it's really nice, you can ask questions and it's not too long either."

"You'll study the Bible and answer questions like, 'What happens after death?' 'Is there really a Hell?' and 'Why would a God of love allow suffering?'"

## **Ask for a commitment and make sure they know you're not pressuring them.**

"You don't have to if you really don't want to, but it's just a really nice opportunity. *Would you like someone to come by and study the bible with you?*"

## **Drop down, if they say no.**

If they don't want to, you can drop down to correspondence studies where they can "do them in their free time", or Revelation Seminars.

**If they say "yes" – BE SURE to write** down name, address, phone number, time of day and day of the week, age range (don't ask them this!), and where they go to church now/how long they've been attending (hopefully you will have found this out when you were making friends).

ALWAYS fill out the backside of the receipt! Just pretend that the information you give on the back is equivalent to the chance that they'll actually do bible studies. The more you fill out, the more ready the Bible Worker will be to follow up on that contact, and the more they will know how to meet that person's needs and objections.

# The GC Story

## Training Card #16

### Ellen White's Account of the Great Controversy Vision and Subsequent Events

In the spring of 1858, we [James and Ellen White] visited Ohio, and attended conferences at Green Springs, Gilboa and Lovett's Grove... At Lovett's Grove the Lord met with us, and his blessing rested upon us. First-day [Sunday] afternoon there was to be a funeral at the school-house where our meetings were held. My husband was invited to give a discourse on the occasion...

When he closed his remarks, I felt urged by the Spirit of the Lord to bear my testimony. As I was led to speak upon the coming of Christ and the resurrection and the cheering hope of the Christian, my soul triumphed in God. I drank in rich draughts of salvation. Heaven, sweet heaven, was the magnet to draw my soul upward, and I was wrapt in a vision of God's glory. . . .

***In this vision at Lovett's Grove, most of the matter of the Great Controversy which I had seen ten years before, was repeated, and I was shown that I must write it out. That I should have to contend with the powers of darkness, for Satan would make strong efforts to hinder me, but angels of God would not leave me in the conflict, that in God must I put my trust.***

Monday we commenced our journey homeward with Bro. and Sr. Tillotson. The next day we took the [railroad] cars at Freemont for Jackson, Mich. While riding in the cars we arranged our plans for writing and publishing the book called the Great Controversy immediately on our return home. I was then as well as usual. On the arrival of the train at Jackson, we went to Bro. [Dan] Palmer's. ***We had been in the house but a short time, when, as I was conversing with Sr. P[almer], my tongue refused to utter what I wished to say, and seemed***

***large and numb. A strange, cold sensation struck my heart, passed over my head, and down my right side. For a while I was insensible; but was aroused by the voice of earnest prayer. I tried to use my left arm and limb, but they were perfectly useless. For a short time I did not expect to live. It was the third shock I had received of paralysis, and although within fifty miles of home, I did not expect to see my children again. I called to mind the triumphant season I had enjoyed at Lovett's Grove, and thought it was my last testimony, and felt reconciled to die.***

Still the earnest prayers of my friends were ascending to heaven for me, and soon a prickling sensation was felt in my arm and limb, and I praised the Lord that I could use them a little. The Lord heard and answered the faithful prayers of his children, and the power of Satan was broken. That night I suffered much, yet the next day was strengthened to return home. For several weeks I could not feel the pressure of the hand, nor the coldest water poured upon my head. In rising to walk, I often staggered, and sometimes fell to the floor. In this condition I commenced to write the Great Controversy. I could write at first but one page a day, then rest three; but as I progressed, my strength increased. The numbness in my head did not seem to becloud my mind, and before I closed that work, the effect of the shock had entirely left me.

At the time of the conference at Battle Creek, June [May], 1858, Sr. Hutchins, who now sleeps in Jesus, was greatly afflicted with sickness, and we all felt that she would then go down into the grave unless the Lord raised her up. While praying for her the power of God rested upon us all, and as it came upon me, ***I was taken off in vision. In that vision I was shown that in the sudden attack at Jackson, Satan designed to take my life to hinder the work I was about to write; but angels of God were sent to my rescue, to raise me above the effects of Satan's attack.***—Ellen G. White, *Spiritual Gifts*, vol. 2, pp. 265-272.

# Quotes: The Great Controversy

## Training Card #17

### Remember:

- Great as a Father's day project! (3<sup>rd</sup> Sunday of June)
- Great as a 4<sup>th</sup> of July project!

"The Great Controversy should be very widely circulated. **It contains the story of the past, the present, and the future.** In its outline of the closing scenes of this earth's history, it bears a powerful testimony in behalf of the truth. I am more anxious to see a wide circulation for this book than for any others I have written; for in The Great Controversy, the last message of warning to the world is given more distinctly than in any of my other books." Colporteur Ministry, p. 127

"I was shown ... that I should devote myself to writing out the important matters for volume 4 [The Great Controversy]; **that the warning must go where the living messenger could not go,** and that it would call the attention of many to the important events to occur in the closing scenes of this world's history." Colporteur Ministry, p. 128

The book The Great Controversy, I appreciate above silver or gold, and I greatly desire that it shall come before the people. **While writing the manuscript of The Great Controversy, I was often conscious of the presence of the angels of God.** And many times the scenes about which I was writing were presented to me anew in visions of the night, so that they were fresh and vivid in my mind. Colporteur Ministry, p. 128



“The results of the circulation of this book [The Great Controversy] are not to be judged by what now appears. By reading it, some souls will be aroused, and will have courage to unite themselves at once with those who keep the commandments of God. **But a much larger number who read it will not take their position until they see the very events taking place that are foretold in it.** The fulfillment of some of the predictions will inspire faith that others also will come to pass, and when the earth is lightened with the glory of the Lord, in the closing work, many souls will take their position on the commandments of God as the result of this agency.” Colporteur Ministry, p.128

### **Quote from the Great Controversy:**

“The message will be carried not so much by argument as by the deep conviction of the Spirit of God. The arguments have been presented. The seed has been sown, and now it will spring up and bear fruit. **The publications distributed by missionary workers** have exerted their influence, yet many whose minds were impressed have been prevented from fully comprehending the truth or from yielding obedience. Now the rays of light penetrate everywhere, the truth is seen in its clearness, and the honest children of God sever the bands which have held them. Family connections, church relations, are powerless to stay them now. Truth is more precious than all besides. Notwithstanding the agencies combined against the truth, a large number take their stand upon the Lord’s side.” Great controversy, p 612

# Body Language

## *Training Card #18*

***Step close to the door. As it opens, take a gentle step back and away from the door***

**Meaning:** “I don’t want to invade your comfort zone. I will not stick my foot in your door. You can reason with me and I am will not push you into a sale.”

***Open your mouth while holding up a finger***

**Meaning:** “Wait a moment, I have something else to say.”  
[Use this when the customer is closing the door on you before you have time to explain yourself. It will often slow-down the closing of the door and give you time to get a book in the hand.]

***Heal lifts [lifting yourself up on your toes, then letting yourself down, many times in quick succession.]***

**Meaning:** “I am excited about what I am doing. If you knew what I knew you would be excited too.”(usually done before customer comes to the door and lifts your mood)

***Vertical nods***

**Meaning:** “I’m sure you agree!”

***Horizontal nods***

**Meaning:** “I know you won’t buy anything, but I must keep saying my spiel regardless.”

### ***Eye Contact While Talking about Money***

**Meaning:** “This is legitimate.”

### ***Eye Movement to upper left while talking about Money***

**Meaning:** “I am making up lies and hoping you will buy because of them.”

Note: Our eyes tend to move to the upper-left when we are being creative or trying hard to remember. If you do not know your prices well, the movement of your eye will be detected subconsciously and will contribute to the opinion that you are a crook or part of a scam.

### ***Gentle hand motions and reverence for the books***

**Meaning:** “These are books have great value and sacred truth. I am not a high-pressure salesman, but an earnest Christian.”

### ***Hugging a book to your chest while you talk***

**Meaning:** “I love this book!”

Note: Where words like these would likely be spurned at sales rhetoric, the body language is often believed wholeheartedly.

### ***Ducking the head a little***

Note: Use this physical statement when you are about to try a final close or canvass after repeated rejections. You might even say, while ducking slightly, “just one more book” and smile.

**Meaning:** I want to go on with my canvass, but I submit to your permission or lack of permission to do so. I am not being pushy.

### ***Keeping eye-contact too long***

**Meaning:** I will intimidate you into doing what I want you to do.

### ***Not making eye-contact, or making very little***

**Meaning:** I am ashamed of what I am doing. You would be ashamed of me too if you only knew!

# Closing on Sets

## *Training Card #19*

Requires the art of reading people, making friends, and being able to pull out sets relatively quickly.

Talk about the difference between a quiet person who is interested, and a quiet person who is not. Show how to ask questions or close on a smaller set to gauge their interest. **You need to be able to discern their interest before you spend more time in the canvass by showing more books or sharing sets of a certain type of book rather than singles with variety.**

*Canvass for Selling Sets – interesting, meaningful to them, brief canvass.*

*Should be 2-3 sentences per book, since the customer interest window is usually 3-5 minutes.*

*You need to close on entire set by that time.*

*Emphasize the unity of the set, especially when the set is presented after any one book in the set was presented first and favorably received. That way they feel that if they like one, they'll certainly like both, since they're part of a set!*

Always note their interest. If you are losing them, do not add another set, but rather close or pull sets apart

to gauge their interest (perhaps there are individual books they would prefer, rather than a set).

The benefit of categorizing your books into sets when selling a large quantity of books to a customer, is:

You help them to mentally sort through the array with much greater ease.

They can choose the “set”—feels like “one” rather than 2 or 3 (or more) books—that they appreciate most.

When 15 books feels more like 5 sets of 3 or 3 sets of 5, it is less overwhelming to sort through them, and is assuming a larger sale in the outset (though we bear in mind that down-selling is an option, to save a smaller sale).

Work on closing confidently. Confidence and faith that sharing sets does work will enable God to make it happen for you. If you do not believe it will ever happen, it likely will not. But the person who believes, has a greater chance to see sets go out.

Chances of selling a set increase when the student can effectively present 4-5 books in a few minutes!

Always gauge their interest! Do not show sets to someone whose interest you are unsure of. For such a person, show variety until you see some interest and then show a set that pertains to that one.

# Closing at the Peak of Interest

## *Training Card #20*

The importance of closing at the peak of interest cannot be overemphasized:

**Training: (15 minutes)**

Start by showing them that all people at the door fall into **three categories**: ***Electrons***, ***Neutrons***, and ***Protons***.

**Protons** are positive and represent give-me sales.

**Neutrons** are neutral and represent people who don't know any positives about the books and don't have objections either.

**Electrons** are people who have objections and are the biggest group.

## How to sell them books?

To get **protons** to the peak of interest it takes nothing other than **being there**.

To get **neutrons** to the peak of interest you must share **features and benefits** of the books.

To get **electrons** there, you must have a blend of **features and benefits** and **meeting of objections**.

### Practice:

Have students practice with a partner both meeting objections and giving features and benefits. Then call someone up front to canvass you. They have to sell you a book then say whether you were a proton, neutron, or electron.

# Enthusiasm

## *Training Card #21*

**Synonyms:** Passion, eagerness, keenness, wholeheartedness.

Heartfelt enthusiasm will be felt by the listener and will cause what you share to have the added weight of the *realness* and believability with which you shared it.

So, if canvassing can be compared to an athlete seeking to jump over a high jump, and the bar represents making the sale, then we would suggest that enthusiasm is that extra “umph” that helps the athlete get over the hurdle and make the sale.

**Please consider the following statement:**

An important element in educational work is enthusiasm. On this point there is a useful suggestion in a remark once made by a celebrated actor. The archbishop of Canterbury had put to him the question why actors in a play affect their audiences so powerfully by speaking of



things imaginary, while ministers of the gospel often affect theirs so little by speaking of things real. "With due submission to your grace," replied the actor, "permit me to say that the reason is plain: It lies in the power of enthusiasm. We on the stage speak of things imaginary as if they were real, and you in the pulpit speak of things real as if they were imaginary." **Publishing Ministry 266**

# Making friends

## *Training Card #22*

**“A man [who has] friends must himself be friendly.” Proverbs 18:24**

**1. Create the need.** “Friends buy from friends” principle (Get in their “friend” box!)

**2. Spiritual motivation.** Genuine interest in their lives because of love for the people and their eternal good

**3. Technique.** FORT Acronym & Question/Response/Relate Principle

**3a. FORT:** Food/Family, Occupation, Religion, Testimony

## **F.O.R.T**

### **Food/Family:**

“What do you like to cook when you get the time?” “Are you more the eater in the family?”

“How many kids do you have?” “What kinds of books do you enjoy reading with your kids?”

### **Occupation:**

“What job keeps you busy?”

## **Religion:**

“What’s your religious background/preference?” If applicable, “Where do you fellowship in the area when you get the time?”

## **Testimony:**

Often talking about religion will either open them up to share about their walk with God, which will give you the opportunity to share about yours! Good time to encourage people to study their Bibles, get our books, or sign up for Bible studies.

## **3b. Question/Response/Relate**

**Principle** (NO Interrogation in Friend Making)

- Ask question from above
- Listen to their response
- Relate with them from your own experience

-Example: “What do you like to cook when you get the time?” Response: “Italian food.” Relate: “Wow! I love Italian food. Check out page 66 ...”

## **How to practice?**

- \* Partners practice asking these questions
- \* Partners practice listening and relating
- \* Pull everyone together and “test” specific canvassers up front

# Training on Businesses

## *Training Card #23*

### **Benefits of doing Businesses:**

1. Business people are “home” and have jobs.
2. Most of them have children.
3. Many are just waiting for a customer and have nothing better to do than to listen to the student.
4. It’s air-conditioned!

### **Points to keep in mind while training:**

1. Train them on the same day that you let them practice.
2. Be confident. Have them consider who they are in Christ.
3. Train them to start with people in the shops and shipping departments behind businesses. These are more youthful, more likely to buy, and less likely to ask you to leave. After speaking to them you may proceed to the front desk.

4. Train them primarily by prefacing their introduction with “Is the owner or manager available?” (And/or look for the friendliest face to talk to.)
5. Create an environment for success. (Avoid distractions; go to their office, etc.)
6. As they canvass the owner or manager, they shouldn’t do a hard close. You want them to be comfortable letting you canvass other employees.
7. Train them to ask the owner *“Is there anyone here with small children that I should show these to?”* after canvassing him.
8. Train them to canvass one or more customers in the parking lot of businesses when they leave them. Customers are often better buyers than the workers in the store.

# The Poor People

## Training Card #24

Where farms have remained small and family oriented—namely in country settings—and where men have purchased their own property, appearances of poverty are often misleading. **Country folk save money.** And they kind of enjoy their house just the way it is.

For poor areas in industrial towns (generally northern towns, but including southern towns that happen to have significant industry) **remember that poor people do have money.** When they say they don't, they often mean that they are not truly interested. Show them another book and close. **Use the tactics headed under the no-money objection.**

### Poor but organized home

**For poor areas with high unemployment, work quickly.** Recognize discipline when you see it. An organized living room, a flower garden well cared for, a well constructed porch that is newer than the home—these are evidences of an ordered life. Canvass such a home as if it were in a development.

### Poor but disorganized home

On the other hand, homes surrounded with beer cans and pieces of cars, those where the television is blaring during the working time of day and the children are playing outside in drooping diapers—**give them a fair chance. But don't show a ten-book set.** And don't let the busybodies talk your ear off. **Stay in control of the situation,**

**deliberately and simply, show a couple books.** Close and if the customer will not make a decision, decide “no” for him and drop down.

**It is possible to have good success in unemployed areas, especially near the beginning of the month.** But it requires drive and a willingness to stay business like. You will sell there by seeing many people and selling to those who want to buy.

Leaders, many of your students will take most the summer to develop that level of discipline. **Avoid high unemployment places.**

## **Spanish homes**

I will close this section with a special note on poverty in Spanish-speaking areas. Latino families do not place a high value on independent living. They prefer community. They don't mind being cozy. And they live in poor communities.

View a Spanish house as a business. You want to talk to the manager and to all hopeful customers. In the Latin culture prices are not set, they are negotiated. Your high-end price comparisons will be important here. The price on the back of the book will be important. If you try to learn a Spanish word from them, you will be inducted into the family. Latin families are pious. Say the name of Jesus reverently. The families are warm. Be friendly briefly and close. Stay in control. Suggest borrowing when money is an issue...it is more likely to work here. Pray with the people. And if you are not selling, move quicker. You want to get to the receptive pocket of homes before it is too late.

# Features & Benefits

## *Training Card #25*

Benefits need to be presented in connection with features. Have students bring a pad and paper to training and go through the following:

### **Define the two.**

**FEATURES** are the facts about the books - i.e. meals prepared in 30 minutes or less, true stories, chapters on the soon return of Jesus, etc.

**BENEFITS** are how these features will help the customer. (Help students see the reason why we carry each book. Show everyday examples of this concept)

**Create their own** features and benefits for each book. Have students write 3-5 F & B /book.

**Drill.** Have them practice canvassing giving features and benefits. Students will need to “cater” what they say to the individual being canvassed for the sake of interest and time.



## Cookbook

**Feature:** Pictures

**Benefits:** So you know how the recipes should turn out

**Feature:** Preparation/Cook time

**Benefits:** So you know how to budget your time as you make meals

## Storytime

**Feature:** Stories 5-10 minutes long

**Benefits:** Keeps your children's attention

**Feature:** Stories with character building lessons

**Benefits:** Applications for everyday life situations to help your children's characters

## Peace Above the Storm

**Feature:** Large print

**Benefits:** Easier to read

**Feature:** Nature pictures

**Benefits:** Attractive, inviting, reminds us of our creator

# Comebacks

## Training Card #26

Many first-day students come to the van window and say, “I sold six books!” But when questioned about which books they need, they matter-of-factly explain that the man’s wife will be back later in the day and write the check. Then they will deliver the books.

Later that week each of the new students learns a valuable lesson in the university of hard knocks: A Happy-D sale in the hand is worth more than a 3-book comeback in the appointment book.

This is not to say that experienced and matured magabookers never return to finish a sale. But they have guidelines that determine whether or not they will invest the time to come back. Here are some of the best.

**Don’t come back if someone other than the person wanting the book will have to pay for it.** If the young man thinks his dad or his wife or his girlfriend will pay for the book, he doesn’t know as much as he thinks he does. Many secular

minded persons think that their super-religious relatives or friends would want our books. Truth be known, the secular-minded man himself is a more-likely candidate for a sale than the spouse that is always on his back about going to church. Also, if you do come back, you will have to canvass the person with the money all over again. This is different than doing a new door except that it takes longer to get back to a comeback than to walk to a new door.

**Don't come back if the person doesn't have a very good reason for the fact that he can't get the book now but could get it later.** The fact that he wants to think about it, or that he doesn't want to give you a check, is evidence that the time spent in visiting him again would better be spent on an undone street.

**Don't come back if it is inconvenient.** Since you do not know what will be convenient later in the day, never promise to come back. Your leader may take you to an entirely different territory.

## SECTION 3:

# iMentor



# **Additional Leadership Resources**

## **Worksheet 1:**

Time Management

## **Worksheet 2:**

Setting Goals

## **Worksheet 3:**

Troubleshooting in the Field

## **Worksheet 4:**

Magabook Leadership Training in the field

## **Worksheet 5:**

Territory Management

## **Worksheet 6:**

Student Motivation

## **Worksheet 7:**

Working with Students



# Time Management

“If you want to make good use of your time, you’ve got to know what’s most important and then give it all you’ve got.”

“It’s not enough to be busy, so are the ants. The question is, what are we busy about?”

## Help students realize that time is valuable!

### Follow the schedule.

Use the schedule as your anchor (foundation?). Use your schedule as the foundation for a successful summer ministry.

The first group appointment for the day is breakfast; make sure you start on time, so no other appointments are delayed. (Program head checks with the kitchen crew to see if they need more help to get breakfast done on time, and makes sure students are arriving on time to eat.).

### Plan each day well.

Program head makes it happen.

During leadership meetings, you determine how to stay on schedule, while accomplishing tasks necessary for a successful day and ministry. (Training on the right things, gas tanks filled, bank drops, etc). At least one strong leader needs to keep the schedule going if other leaders are running other errands. Students need to see that there is continuity and that they need to keep with the flow to play their part.

### Delegate.

See what has to be done by you and what others can do. (Make sure they are mentored into that responsibility).



## **Planning ahead.**

Let the students know for every function (breakfast, worship, training) that they have 5 minutes till the appointment!

Reminders help & aid the students' success at being on-time!

**Example:** The leader will call: "Five minutes till worship, bring your Bibles!"

However, when giving a break, give them the actual time ( i.e. 11:05).

**Example:** "Let's take a break. Be back at 11:05," instead of, "We'll meet in 10 minutes." (They may not remember when the 10 min. began)

## **Value of time:**

**What do we really lose, when we lose 5 minutes from our day because someone was late/slow? What do we lose if it happens every day of the week? What about every day of the summer?**

**Day:** 5 minutes X 20 students = 100 minutes

**Week:** 100 minutes X 5 days = 500 minutes

**Summer:** 500 minutes X 10 weeks = 5,000 minutes

5,000 minutes = 83.3 hours

Students collect around \$20.00/hour

83.3 hours X 20 = \$1666.00

**If we lose 5 minutes each day of the summer, we ultimately lose \$1,666.00 for the summer!**

**To lose \$10,000.00 worth of books in a summer,  
all we need to lose is 30 minutes every day!**

# Quotes on Goal Setting

## Training Card #9

Elijah expected the fire to fall and consume the sacrifice. David expected, through the mighty power of God, to slay Goliath. Joshua expected the formidable walls of Jericho to crumble and fall. Moses expected the path to open through the Red Sea. What do we expect this summer?

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Success in any line demands a definite aim. He who would achieve true success in life must keep steadily in view the aim worthy of his endeavor. Such an aim is set before the youth of today. The heaven-appointed purpose of giving the gospel to the world in this generation is the noblest that can appeal to any human being. It opens a field of effort to everyone whose heart Christ has touched.

Education, p. 262

The specific place appointed us in life is determined by our capabilities. Not all reach the same development or do with equal efficiency the same work. God does not expect the hyssop to attain the proportions of the cedar, or the olive the height of the stately palm. *But each should aim just as high as the union of human with divine power makes it possible for him to reach.* **Education p. 267**

One of the chief causes of mental inefficiency and moral weakness is the lack of concentration for worthy ends.

Education p. 189

As the will of man co-operates with the will of God, it becomes omnipotent. Whatever is to be done at His command may be accomplished in His strength. All His biddings are enablings.

Christ's Object Lessons, p. 333

Many whom God has qualified to do excellent work accomplish very little, because they attempt little. Thousands pass through life as if they had no definite object for which to live, no standard to reach. Such will obtain a reward proportionate to their works. Remember that you will never reach a higher standard than you yourself set. **Christ's Object Lessons, p. 331**

Faith is the living power that presses through every barrier, overrides all obstacles, and plants its banner in the heart of the enemy's camp.

God will do marvelous things for those who trust in Him. It is because His professed people trust so much to their own wisdom, and do not give the Lord an opportunity to reveal His power in their behalf, that they have no more strength. He will help His believing children in every emergency if they will place their entire confidence in Him and implicitly obey Him. **Testimonies, vol. 4, p. 163**

In the service of God there need be no despondency, no wavering, no fear. The Lord will more than fulfill the highest expectations of those who put their trust in Him. He will give them the wisdom their varied necessities demand. **Prophets and Kings, p. 387**

Set Goals:

"It's better to aim at something and miss it, than to aim at nothing and hit."

"We measure what we value."

2. **Summer goals—for the whole program.**
 3. **Weekly goals—for the whole program.**
 4. **Daily goals—for the whole program.**
 5. **Daily goals—per van.**
 6. **Daily goals—per student.**
- **Goal should be specific and measurable.**
(Not just that God will bless.)
 - **Goal should be attainable and realistic.**
(Aim to have a better day than the previous best day.)
 - **Goal should be motivating.**
(Goals are not set to discourage us.)
 - **Goal should be relevant and mission driven.** (Message books, etc.)
 - **Goal should be time-specific.** (Before lunch/day goals.)

Our Program's Summer Goals:

TROUBLESHOOTING IN THE FIELD

What to do when a student isn't doing well

Do they claim promises?

He has a use for them, and He is well pleased when they make the very highest demands upon Him, that they may glorify His name. They may expect large things if they have faith in His promises. —The Desire of Ages, 668.

Do they pray?

Divine appointments.

God will speak through you.

Right person to open the door.

Quick rejection.

Are they in the right territory?

Did you match students to territory?

Are people home?

Do they know and use their canvass.

If not, work on it.

Do they smile?

You'll never get a second chance to make a great first impression!

Do they put the book in the hand?

Show ways to do it.

Do people open doors

Be aware of surroundings.

Watch for movements inside homes.

How do they deal with the most common objections?

No money.

Not interested.

Religious objection.

Come back later.

Are they persistent?

Give up too easily?

What's on their minds?

School to attend the next fall.

Family situation.

Other relationships.

What's the condition of the books.

Do they look like used books?

MAGABOOK LEADERSHIP TRAINING IN THE FIELD

1 2 3 4 5

1. Long drops

- Shorter at the end of the afternoon and evening

1 2 3 4 5

2. Scouting--First of the afternoon and evening

Set up drops

1 2 3 4 5

3. Three drops ahead, or more, at all times (Two drops for four-man teams)

- DRIVE DROPS, if possible

1 2 3 4 5

4. Train in the afternoon

- Longer at the door, try to get one canvass for each visit

1 2 3 4 5

5. Motivate in the evening

- Celebrate each time you deliver books
- Visit as often as possible (example: go to doors, deliver books, moving, drive-by)
- Good communication over radio (enthusiasm, etc.)
 - Work just one or two doors
 - Person who is selling work less with them
 - Work and help people who are not selling (changes with each team)

1 2 3 4 5

6. **Walk fast** in the afternoon--**Run** in the evening
(according to heat)

1 2 3 4 5

7. **Make sure they are running territory systematically**

- Use map appropriately to guide them in scouting and setting up drops (Not for everything they do)

1 2 3 4 5

8. **Point out and STOP momentum breakers**

- (Example: student left sitting on the street, or in the van long moves at wrong time, bad directions, running out of gas, not seeing students for long periods, drops with long open spaces, etc.)

1 2 3 4 5

9. **Clean up** in the afternoon and evening--execute effectively.

1 2 3 4 5

10. **Van atmosphere** (be enthusiastic!)

- Going to the field: sing, read, share, affirm, pray, prayer chains and prayer partners
- Coming from the field: **PRAISING GOD!!! (With great enthusiasm!!!)**
- Pray: students, territory, books, etc.

Territory Management

Drop offs:

1. Study your map/territory and plan drop offs while in school.
2. Plan and write down your directions to the field.
3. Drop off the students in a shortest amount of time.
4. Drop off instructions: brief, easy to follow.
5. Drop off “student leaders” first.
6. When you drop off, mix guys and girls together, more and less mature students together.

Scouting:

1. Set aside first 20 minutes for planning the day.
(This is not a time to deliver books or work with students!)
2. It’s time to:
Pray, organize van, get gas, scout new drops, and locate places to eat at.

In the field:

1. The most important thing: Keep them knocking!
2. Always be 3 drops ahead.
3. Always be scouting.
4. Look for cars, kitty-litter, basketball hoops, etc.
5. Mark your map as you go.
6. Have a time clock for each student.
7. For efficiency, have them call 3 HW.
8. Match students with territory.
9. Match students with other students on the same street.
10. Save apartments for rainy days.

Pick-ups:

1. Scout for the next day's first drop. (Morning and afternoon territory.)
2. Plan the pick-ups 30 minutes before the actual pick-ups.
3. Know where all of your students are.
4. Start the cleaning up process.
 - a. When 2 people meet up, put them working toward the other young people.

Territory Overview

Early Afternoon: (Before lunch)

1. Businesses.
2. Grandparents.
3. Lower-middle class.
4. Older homes. (High trees.)
5. Close to the center of cities.

Middle Afternoon: (After lunch)

1. Middle aged neighborhoods. (5-6)
2. Nice middle class homes with small yards. (6-7)
3. Cars in driveway. (Anytime)

Evening/Sundays/Holidays:

1. Young families with children. (7-9)
 - a. Small trees.
 - b. Minivans.
 - c. Kitty-litter.

Priority List:

Student Motivation

At the program:

1. **Be energetic.** “Living faith will prompt to energetic action. The spirit manifested by the leader will be, to a great extent, reflected by the people.” PM, 256
2. **Share hope.** “A leader is a dealer in hope.”
Napoleon Bonaparte
3. **Share** Bible/SOP promises.
4. **Pray** with students.

On the way to territory:

1. Be in control of all activities.
2. Sing together.
3. Pray together. (Pray while the van is moving!)
4. Read together. (Bible, CM, Magabooks)
5. Set goals with students.

In the field:

1. Be positive—sing and pray with students as you move them from street to street.
2. Be confident! Act faith. Don’t let them see that something is going wrong.
3. Eliminate the words of discouragement. Choose who will talk while in the van.
 - a. If you know that someone had a positive experience, let him or her talk.

Momentum Breakers:

1. Student left sitting on the street.
2. Bad directions.
3. Long moves at wrong time.
4. Not seeing students for long periods of time.
5. Drops with open spaces.
6. Running out of gas.

On the way back from territory.

1. Pray together.
2. Sing together.
3. Praise God together!

Working with Students

Things to observe:

1. Do they utilize the Basic 5?
 - a. Smile.
 - b. Know and use canvass.
 - c. Put book in hand.
 - d. Walk fast.
 - e. Pray.
2. Do people open their doors?
3. How do they deal with most common objections?
4. Are they persistent?
5. What's the condition of their books?
6. Are they distracted?
 - a. School/Family/Other Relationships.

Who and when to work with them:

1. Work with "student leaders" first.
2. Later in the day, spend more time working with those that are not doing well.
3. Work with them 3-6 doors.
4. Work with them when they are inside a house.
5. Work with them when they already made friends with someone.
6. Work with them when you need to deliver books.
7. Work with them when you see cars in driveways.
8. Try to get one canvass for each visit.

How to work with them:

1. Let them canvass first, so you can see their strengths and weaknesses.
2. Compliment them on their strengths.
3. Ask them to watch you as you show them how you handle certain situation. (Which happens to be their weakness.)
4. Your example is your greatest tool!
5. Affirm them when you can.

Teach them how to observe:

1. **Beforehand:** What kind of people are we going to meet?
2. What do we know about them already?
3. **Afterward:** What kind of people were they?
4. What was the objection behind their objection?

Ask yourself a question: “Who needs to see me right now?”

SECTION 3:

iQuote

Helpful quotes from the Spirit of
Prophecy as they relates to our work

Why Canvassing?

“The publications sent forth from our printing houses are to prepare a people to meet God. Throughout the world they are to do the same work that was done by John the Baptist for the Jewish nation. By startling messages of warning, God’s prophet awakened men from worldly dreaming. Through him God called backsliding Israel to repentance. By his presentation of truth he exposed popular delusions. In contrast with the false theories of his time, truth in his teaching stood forth as an eternal certainty. “Repent ye: for the kingdom of heaven is at hand,” was John’s message. Matthew 3:2. This same message, through the publications from our printing houses, is to be given to the world today....”CM 3 & 4

“And in a large degree through our publishing houses is to be accomplished the work of that other angel who comes down from heaven with great power and who lightens the earth with his glory.” CM 4

“There are many places in which the voice of the minister cannot be heard, places which can be reached only by our publications,—the books, papers, and tracts filled with the Bible truths that the people need. Our literature is to be distributed everywhere. The truth is to be sown beside all waters; for we know not which will prosper, this, or that. In our erring judgment we may think it unwise to give literature to the very ones who would accept the truth the most readily. We know not what may be the results of giving away a leaflet containing present truth.” CM 4

“If there is one work more important than another, it is that of getting our publications before the public, thus leading them to search the Scriptures. Missionary work—introducing our publications into families, conversing, and praying with and for them—is a good work and one which will educate men and women to do pastoral labor.” CM 7

“Canvassers must go out into various parts of the country. The importance of this work is fully equal to that of the ministry. The living preacher and the silent messenger are both required for the accomplishment of the great work before us.” CM 8

“Canvassing for our publications is an important and most profitable line of evangelistic work. Our publications can go to places where meetings cannot be held. In such places the faithful evangelistic canvasser takes the place of the living preacher. By the canvassing work the truth is presented to thousands who otherwise would never hear it. CM 8

My brethren and sisters, remember that one day you will stand before the Lord of all the earth, to give an account of the deeds done in the body. Then your work will appear as it really is. The vineyard is large, and the Lord is calling for laborers. Do not allow anything to keep you from the work of soul saving. The canvassing work is a most successful way of saving souls. Will you not try it? CM 37

Faith/Perseverance

Our heavenly Father has a thousand ways to provide for us of which we know nothing. Those who accept the one principle of making the service of God supreme, will find perplexities vanish, and a plain path before their feet. CM 114

Take the word of Christ as your assurance. Has He not invited you to come unto Him? **Never allow yourself to talk in a hopeless, discouraged way. If you do, you will lose much. By looking at appearances, and complaining when difficulties and pressure come, you give evidence of a sickly, enfeebled faith. Talk and act as if your faith was invincible.** The Lord is rich in resources; He owns the world. Look heavenward in faith. Look to Him who has light and power and efficiency. CM 115

Those who work for God will meet with discouragement, but the promise is always theirs: "Lo, I am with you alway, even unto the end of the world." Matthew 28:20. God will give a most wonderful experience to those who will say: "I believe Thy promise; I will not fail nor become discouraged." CM 115

Those in the service of God must show animation and determination in the work of winning souls. Remember that there are those who will perish unless we as God's instrumentalities work with a determination that will not fail nor become discouraged. The throne of grace is to be our continual dependence. CM 118

Difficulties will arise that will try your faith and patience.

Face them bravely. Look on the bright side. If the work is hindered, be sure that it is not your fault, and then go forward, rejoicing in the Lord. CM 118

It is not the capabilities you now possess, or ever will have, that will give you success. It is that which the Lord can do for you. We need to have far less confidence in what man can do, and far more confidence in what God can do for every believing soul. He longs to have you reach after Him by faith. He longs to have you expect great things from Him. He longs to give you understanding in temporal as well as in spiritual matters. He can sharpen the intellect. He can give tact and skill. Put your talents into the work, ask God for wisdom, and it will be given you. CM 119

Whenever a book is presented that will expose error, Satan is close by the side of the one to whom it is offered, and urges reasons why it should not be accepted. But a divine agency is at work to influence minds in favor of the light. Ministering angels will oppose their power to that of Satan. And when through the influence of the Holy Spirit the truth is received into the mind and heart, it will have a transforming power upon the character. CM 115

Prayer

The greatest victories to the church of Christ or to the individual Christian, are not those that are gained by talent or education, by wealth, or the favor of men. They are those victories that are gained in the audience chamber with God, when earnest, agonizing faith lays hold upon the mighty arm of power. CM 81

Humble, fervent prayer would do more in behalf of the circulation of our books than all the expensive embellishments in the world. CM 81

We are to look upon every duty, however humble, as sacred because it is a part of God's service. **Our daily prayer should be, "Lord, help me to do my best.** Teach me how to do better work. Give me energy and cheerfulness. Help me to bring into my service the loving ministry of the Saviour." MH 474

If we have the interest that John Knox had when he pleaded before God for Scotland, we shall have success. He cried, **"Give me Scotland, Lord, or I die."** And when we take hold of the work and wrestle with God, saying, **"I must have souls; I will never give up the struggle,"** we shall find that God will look upon our efforts with favor. Ev 294

The children of God are not left alone and defenseless. **Prayer moves the arm of Omnipotence.** Prayer has "subdued kingdoms, wrought righteousness, obtained promises, stopped the mouths of lions, quenched the violence of fire"--we shall know what it means when we hear the reports of the martyrs who died for their faith--"turneth to flight the armies of the aliens." Hebrews 11:33, 34. COL 172

Prayer is the opening of the heart to God as to a friend.

Not that it is necessary in order to make known to God what we are, but in order to enable us to receive Him.

Prayer does not bring God down to us, but brings us up to Him. SC 93

Again, worldly wisdom teaches that prayer is not essential.

Men of science claim that there can be no real answer to prayer; that this would be a violation of law, a miracle, and that miracles have no existence. The universe, say they, is governed by fixed laws, and God Himself does nothing

contrary to these laws. Thus they represent God as bound by His own laws--as if the operation of divine laws could exclude divine freedom. Such teaching is opposed to the testimony of the Scriptures. Were not miracles wrought by Christ and His apostles? The same compassionate Saviour

lives today, and He is as willing to listen to the prayer of faith as when He walked visibly among men. The natural cooperates with the supernatural. **It is a part of God's plan to grant us, in answer to the prayer of faith, that which He would not bestow did we not thus ask.** GC 525

From the secret place of prayer came the power that shook the world in the Great Reformation. There, with holy calmness, the servants of the Lord set their feet upon the rock of His promises. During the struggle at Augsburg, Luther "did not pass a day without devoting three hours at least to prayer, and they were hours selected from those the most favorable to study. GC 210

The Impact of our Books

“The publishing branch of our cause has much to do with our power. I do desire that it shall accomplish all that the Lord designs it should. If our bookmen do their part faithfully, I know, from the light God has given me, that the knowledge of present truth will be doubled and trebled.” CM 148

“I was shown men and women studying with intense interest papers and a few pages of tracts upon present truth. They would read the evidences so wonderful and new to them, and would open their Bibles with a deep and new interest, as subjects of truth that had been dark to them were made plain, especially the light in regard to the Sabbath of the fourth commandment. As they searched the Scriptures to see if these things were so, a new light shone upon their understanding, for angels were hovering over them, and impressing their minds with the truths contained in the publications they had been reading.” CM 149

“I saw them holding papers and tracts in one hand, and the Bible in the other, while their cheeks were wet with tears; and bowing before God in earnest, humble prayer, to be guided into all truth,—the very thing He was doing for them 150before they called upon Him. And when the truth was received in their hearts, and they saw the harmonious chain of truth, the Bible was to them a new book; they hugged it to their hearts with grateful joy, while their countenances were all aglow with happiness and holy joy.” CM 149

“It is true that some who buy the books will lay them on the shelf or place them on the parlor table and seldom look at them. Still God has a care for His truth, and the time will come when these books will be sought for and read. Sickness or misfortune may enter the home, and through the truth contained in the books God sends to troubled hearts peace and hope and rest. His love is revealed to them, and they understand the preciousness of the forgiveness of their sins. Thus the Lord co-operates with His self-denying workers.” CM 150

“Our publications are now sowing the gospel seed, and are instrumental in bringing as many souls to Christ as the preached word. Whole churches have been raised up as the result of their circulation. CM 150

“God will soon do great things for us if we lie humble and believing at His feet.... More than one thousand will soon be converted in one day, most of whom will trace their first convictions to the reading of our publications.” CM 151

“Christ is the only successful antagonist that sin has ever encountered. Let the full light of His life stream into the souls of those who are in darkness. Under the direct power of the gospel thousands have been converted in a day.” CM 153

SECTION 4:

iWorship

**“All the ends of the world Shall
remember and turn to the LORD,
And all the families of the nations
Shall worship before You.”**

Psalms 22:27

Things to keep in mind:

1. What will motivate them to work for the Lord?
2. What are the current struggles of the program?
 - a. Worldliness
 - b. Relationships
 - c. Mindsets
3. Do not do worship just because you want to teach them your theological stance
4. Every worship is an incision that you make on the heart.
5. Make sure that the students and the other leaders see how passionate and sold out you are. Your enthusiasm especially as a program head is so essential to motivating the students especially when they don't feel like giving it their best.

Make a schedule with your leaders:

A leader gifted in giving worships should do so more often. Include a pastor, conference worker, or other special guest in worship schedule and be flexible!

Organize it in an orderly fashion:

Learn who your musicians are.

Pick the song leaders, pianists and guitar players.

Come up with creative ways to get your students on time to worship.

Sharing time:

Teach how to give short, fat-free experiences.

Have a volunteer scribe record the main points of the experiences. (When campmeeting time comes, you'll know who has a good experience.)

Encourage the students to share experiences during mealtime.

The Worship Talk:

Start with prayer

Use illustrations that tie into the talk.

Use Bible characters to teach the lesson.

Suggested books to use (Bible, Colporteur Ministry, The Desire of Ages, Steps to Christ, The Great Controversy)

Make sure the students bring their Bibles to worship, and make sure that they'll use it!

10-Week Worship Outline:

Week 1: Get down the basics

1. The importance of personal worship & Devotion

- a. Job 23:12
- b. Exodus 16
- c. Jesus is the bread of life

2. How to have a personal relationship with Jesus

- a. The importance of prayer
- b. Mark 1:35
- c. Ask, Believe and Claim
- d. Matthew 7:7, Matthew 21:22, 1 John 5:14

3. The infallibility of the scriptures

- a. Proof of archaeology
- b. Proof of Science
- c. Personal testimony of the transforming power of God's word

4. Affirmation of God's existence

- a. Through science
- b. Through nature
- c. Through evidence
- d. Creation Vs. Evolution
- e. This worship is effective especially if you are going out to nature on Friday

Week 2: Mission & Purpose

1. Identity determines destiny-

- a. Identify who you are
- b. Identify what you believe
- c. Identify why are you here

2. You are on a mission and not a trip-

- a. Differences between a mission and a mission trip
- b. Give mission trip example at high school
- c. God has given us a distinct mission this summer

3. Here am I send me-

- a. Isaiah 6:8
- b. An appeal to do this work and commit yourself to his service
- c. The Great commission Matthew 28:19-20

4. The “First literature evangelist”

- a. Worship where I sell students on the work
- b. Use CM quotes and how this work will go on till the end of time
- c. God gave literature
- d. Demoniacs were the first publishing directors

5. “No Fear” God’s here

- a. Worship where we alleviate all fears
- b. Show courageous people
- c. God has not given us the spirit of fear, but of power and a sound mind

Week 3: “The Daniel challenge”

1. Daniel 1-“Purpose in my heart”

- a. Importance of being faithful
- b. Importance of the health message

2. Daniel 2-“A Kingdom setup without hands”

- a. The importance of prophecy
- b. You are building God’s kingdom

3. Daniel 3- “Faithful unto death”

- a. Challenge the young people to be faithful even though no one else is
- b. The importance of having good company

4. Daniel 4- Nebuchadnezzar’s personal testimony

- a. A leader can share his/her personal testimony
- b. There is nothing in the world that matters other than a life surrendered to God.
- c. An appeal to throw away things that are keeping you from God.

5. Daniel 5- “Writing on the wall”

- a. Show how God speaks to us through prophets
- b. Show the writing on the wall
- c. Ellen white is showing us the writing on the wall
- d. Validate her as a prophet.

Week 4: “Themes based on the books we share”

1. Steps to Christ

- a. 13 Steps to salvation
- b. Become personally connected to God.

2. The Desire of all nations

- a. Christ is our all and everything
- b. Emphasize the cross and the closing scenes

3. Christ Object Lessons

- a. Sower of the seed
- b. Each of you fit into one of 4 categories.

4. The Great Controversy

- a. The Great Controversy between Christ and Satan
- b. Genesis 3, Matthew 4, Matthew 27, Zachariah, Jude, Revelation 12

5. The Great Controversy ended

- a. The closing scenes of earth’s history

Week 5: “Making it practical”

1. Worship on courtship and dating

- a. Finding the right person at the right time.

2. Worship on preserving to the end

- a. People may be getting tired and be excited about home leave

3. Third Elijah message

- a. Message of inspiration so kids will be inspired to finish strong

4. Motivation Matters

- a. Worship on motivating your students to do things for the right reason
- b. Ministry not money
- c. Sacrifice not selfishness
- d. Have a “lay focused” mentality

5. Warning against backsliding

- a. Show what happened to David when he didn’t go in the field
- b. Show what happened to Demas “forsaking the world”

Week 6: “Back to the Basics”

1. Importance of Devotions

- a. Go through the sanctuary
- b. Most Holy place
- c. 7 Candle Sticks, Alter of Incense, Table of showbread

2. Necessity of Trials and tribulations

- a. II Timothy 3:12

3. The Devil’s greatest weapon

- a. Warning against deception
- b. Matthew 7:21

4. Worship on faith (Getting the students to leave the territory to God)

- a. Make it practical show how the apostles worked the hardest area
- b. Talk about “rich white” and ask students what nationality do you think they were? They weren’t Hispanic.
- c. Emphasize working in hard territories because week 6 will be hard territory

Week 7: “Spiritual Revival”

“7 Churches”

1. Revelation- Revealing God’s character
 - a. Revelation 1:1-3
 - i. Shortly come to pass
 - ii. “The time is at hand”
 - b. Revelation 22
 - i. Paint a picture of heaven
 - ii. Paint a picture of how wonderful it is to see Jesus
2. Ephesus “leaving your first love”
 - a. “I know your works and labor”
 - b. There is a trying process to see how are apostles and who are lying
 - c. “You have left your first love”
3. “The Nicolaitians” and the false gospel
 - a. Pergamos, Thyatira
 - b. Baalam’s doctrine
 - c. Mixing the people of God and the people of the world
4. Smyrna & Philadelphia “did not receive a rebuke”
 - a. “Faithful unto death”
 - b. They are poor, but God says they are rich
5. Laodicea “Our church”
 - a. Not Hot or cold but lukewarm
 - b. Trials, eyesalve, clothed (with Christ righteousness)

Week 8: Motivate, Motivate, Motivate

1. Walk to Emmaus- Jesus is with you even if you don't know it.

2. Your Motive is your motivation Matt 22:37-39

- a. Love the Lord, and being rooted and grounded in love
- b. Work because your name is written in the book of life.

3. “You can keep the reward”

- a. Forget the reward, I'll work for free
- b. Motivating students to work for the Lord without a reward

4. What motivates God?

- a. God doesn't pick people who are tall, beautiful etc..
- b. God picks people who have a heart that seeks after him
- c. David example

5. Worship on Matthew 13 and “finding the treasure”

- a. Motivate the team that we are on a treasure hunt.
- b. We are willing to sell all that we have to find that one pearl
- c. We are willing to give it all up to buy that land because we know treasure is buried underneath.

Week 9: Sprint to the finish line

1. Hebrews 12:1-2

- a. Let us lay aside every weight (whatever that is)
- b. Let us run with patience- paint the picture of a relay race

2. “Could’ve would’ve”

- a. Make an appeal to finish this summer with no regrets
- b. “What if I pushed just a little harder
- c. What if I ran more I could’ve reached that 30 book goal
- d. **He holds them accountable for their failure to**

accomplish all the good which they could have done, DD39

3. Lifesaver worship

If you cannot rely upon your own faith, rely upon the faith of others. We believe and hope for you. God accepts our faith in your behalf. {2T 319.2}

- a. People are depending on you to be their life saver.

4. Making the impossible possible:

- a. Worship on Matthew 19:26 that with men it is impossible but with God all things are possible
- b. Letting the team realize that God wants to do the impossible with you he wants to blow our mind away and do things we could never do on our own.
- c. Finish with the appeal...”Do you believe”

5. The Dash:

- a. Worship on appealing to live their lives for God
- b. When you die there is not a list of worldly accomplishments but only 3 things: your birth date, the day you died and a “dash”
- c. What did you do with your dash?
- d. If you worked for the Lord and brought people to the kingdom that dash will be filled with testimonies of how people are in heaven.

Week 10: Appeal to follow God, and to be faithful

1. “Knowing God’s will”

- a. Challenge them to do God’s will not their will

2. Appeal not to backslide

- a. Examine yourselves to see whether you are in the faith; test yourselves. Do you not realize that Christ Jesus is in you—unless, of course, you fail the test?

2 Corinthians 13:5

- b. You can’t slide if you are firmly founded on solid rock.
An appeal to plant yourself on solid rock
- c. If you are not moving forward you are sliding backwards